

Virginia Slims Creative Brief Template

- I. Marketing Objectives (Desired Consumer Behavior)
- II. Promotion Strategy and Description
- III. Promotion Elements
 - A. Overall Element
 - 1. What components are needed to execute promotion
 - 2. Overall Criteria applying to all promotion elements
 - B. Element #1
 - 1. In general, what it must have/do
 - 2. Technical Requirements
 - 3. Budget Requirements
 - 4. Timing
 - C. Element #2
 - 1. In general, what it must have/do
 - 2. Technical Requirements
 - 3. Budget Requirements
 - 4. Timing
 - D. Element #3
 - 1. In general, what it must have/do
 - 2. Technical Requirements
 - 3. Budget Requirements
 - 4. Timing
 - E. Element #4
 - 1. In general, what it must have/do
 - 2. Technical Requirements
 - 3. Budget Requirements
 - 4. Timing

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